

Core concepts in getting press

H2GY1K

LECTURE
SUMMARY

Covered in this lecture:

PR concepts you need to know

- ▶ Before you get out there trying to pitch reporters, there are 4 concepts you need to know
- **#1 Laddering up**
 - first, you have to get coverage in smaller and less popular blogs
 - after that, you can use that as validation to pitch yourself to medium and larger outlets
 - the most popular outlets often look at the smaller ones to find good topics
- **#2 Press embargoes**
 - an embargo is when you set a specific time or date for outlets to cover your company and they're not allowed to do it before that
 - this works when you're launching something on a specific date, for example
 - it allows you to get more coverage
- **#3 Exclusive**
 - if you're doing an exclusive, you're pitching your story to just one outlet/reporter and offer them the opportunity to be the only ones who cover it

- it makes your offer more enticing
- if the first outlet refuses it, you can just go to the next one with the same offer

● **#4 “On spec” writing**

- you can write the whole article for the reporters instead of just pitching your idea
- “on spec” means on speculation, because you’re hoping that the article fits their style or the outlet they’re writing for
- bigger outlets will expect on spec writing if you haven’t written for them before
- write only one good article and just tweak it for every outlet you reach out to